

**Dr. Jane Henny
FDA Commissioner
5600 Fishers Lane
Rockville, MD 20857**

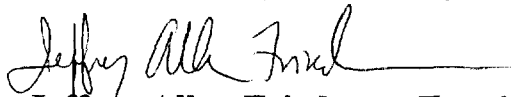
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Dear Dr. Henny:

I urge your organization to promulgate regulations that enable non-dairy beverages to be labeled as "milk" of various origins, such as soymilk or rice milk. Similarly, I urge your organization to promulgate regulations that require cows' milk to be labeled as such.

I have followed this story with interest, and have been both amused and disgusted to see the powerful milk production industry trying to crush competition from the upstart "alternative" milks. As a soy milk drinker, I understand why the milk industry is concerned. Soy milk taste fantastic and is healthier for you than cows' milk.

Thank you very much for your consideration.


**Jeffrey Allen Friedman, Esquire
3429 Tilden Street
Philadelphia, PA 19129**

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